



# Steering a change project

Change:  
a door  
which opens  
inwards

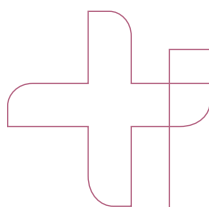
Companies develop and succeed through ongoing change. Change is therefore an integral part of a company's life both for its teams and its employees. However, ongoing change is not as straightforward as all that, and does not guarantee success on its own. Given that change projects imply the know-how, talent and commitment of those involved, and that these projects are often implemented in complex and uncertain environments, steering them requires absolute professionalism. The course you are about to follow will allow you to acquire the basics of this professionalism, and subsequently apply the concepts and tools presented.

## This course is intended for:

- Managers
- Executives
- and, more generally, anyone in charge of steering a change project

## After this course, you will be able to:

- Determine the various key points in your change project coherently and effectively
- Devise a suitable action plan to conduct the chosen implementation strategy
- Manage your project in accordance with the profiles of those concerned and their personal circumstances
- Deal with the various types of difficulty that may occur in your change project



## The benefits of this course for you and your company:

- Projects steered more confidently and more effectively
- Better working relations with the various actors concerned by the projects undertaken
- The acquisition of a new proficiency: change project management

## LEARNING PLAN

# 1

### Determining the various components of your change project:

- Determine your role
- Identify the project's issues and objectives
- Prepare the framework letter

# 2

### Choosing your change project's implementation strategy

- Define the starting point and the finishing point
- Assess your margin of manoeuvrability
- Identify the issues that are important for the different actors (also referred to as stakeholders)
- Choose an appropriate strategy in accordance with both the context and the actors

# 3

### Creating a communication plan adapted to each actor's specific situation

- Determine your communication objectives
- Establish a communication plan
- Ensure that communication unfolds throughout the project

# 4

### Supporting the actors concerned and gaining their support

- Control the basic psychological principles at play with change management
- Support the various actors according to the difficulties encountered
- Adapt your communication approach

# 5

### Steering the project on a daily basis and dealing with the ups and downs

- Steer the project's advancement
- React to mistakes and difficulties
- Remain attentive to ethical issues



## The Mentored Action Learning™ pedagogical method

- Real application of knowledge, because the learner conducts a mission during the course
- Preparation of the mission and feedback on the experience, under the guidance of a certified trainer
- Crossknowledge's online tools and contents, developed with the world's best experts in management and used in the leading business schools
- Measurement of the growth in skills obtained

THIS COURSE LASTS FOR 3 MONTHS